

Station WAVY-TV NORFOLK, VA. Agency () CROSSROADS MEDIA Rep Firm) PHILADELPHIA
Advertiser () AMERICAN CROSSROADS 66 CANAL CENTER PLAZA, SUITE 555 Sales Office ()
Product American Crossroads ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 694 Agency C/P1/P2/E 11/27/694
Buyer Stephanie Maroney Flight Dates 10/30/2012 - 11/05/2012 Salesperson Phone# 215-567-6005
Phone# Hiatus Weeks Salesperson FAX# 215-567-5938
Fax#

--- CONTRACT COMMENT ---

CLIENT: AMERICAN CROSSROADS SC=*

--- REMARKS ---

THIS IS A NEW ISSUE ORDER
CONTRACT TOTAL IS \$37,925
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU	5A-6A	WAVY NEWS-5A	:30	\$500.00	10/30-10/30	1	1	1	\$500.00	
	2	W	5A-6A	WAVY NEWS-5A	:30	\$500.00	10/31-10/31	1	1	1	\$500.00	
	3	TH	5A-6A	WAVY NEWS-5A	:30	\$500.00	11/01-11/01	1	1	1	\$500.00	
	4	F	5A-6A	WAVY NEWS-5A	:30	\$500.00	11/02-11/02	1	1	1	\$500.00	
	5	M	5A-6A	WAVY NEWS-5A	:30	\$500.00	11/05-11/05	1	1	1	\$500.00	
	7	W	6A-7A	WAVY NEWS-6A	:30	\$1,500.00	10/31-10/31	1	1	1	\$1,500.00	
	8	TH	6A-7A	WAVY NEWS-6A	:30	\$1,500.00	11/01-11/01	1	1	1	\$1,500.00	
	9	F	6A-7A	WAVY NEWS-6A	:30	\$1,500.00	11/02-11/02	1	1	1	\$1,500.00	
	16	TU	430A-5A	WAVY NEWS-430A<	:30	\$125.00	10/30-10/30	1	1	1	\$125.00	
	17	W	430A-5A	WAVY NEWS-430A<	:30	\$125.00	10/31-10/31	1	1	1	\$125.00	
	18	TH	430A-5A	WAVY NEWS-430A<	:30	\$125.00	11/01-11/01	1	1	1	\$125.00	

Showing Buylines: All Lines

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Salesperson FAX# 215-567-5938

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	19	F	430A-5A	WAVY NEWS-430A<	:30	\$125.00	11/02-11/02	1	1	1	\$125.00	
	20	M	430A-5A	WAVY NEWS-430A<	:30	\$125.00	11/05-11/05	1	1	1	\$125.00	
	21	SA	6A-7A	WAVY NWS SAT6A	:30	\$300.00	11/03-11/03	1	1	1	\$300.00	
	22	SA	7A-8A	WAVY NWS SAT7A	:30	\$400.00	11/03-11/03	2	1	2	\$800.00	
	23	SU	6A-7A	WAVY NWS SUN6A	:30	\$300.00	11/04-11/04	1	1	1	\$300.00	
	24	SU	7A-8A	WAVY NWS SUN7A	:30	\$400.00	11/04-11/04	1	1	1	\$400.00	
	25	SU	8A-9A	SUN TODAY-NBC	:30	\$500.00	11/04-11/04	1	1	1	\$500.00	
	26	TU	9A-10A	TODAY SHW2-NBC	:30	\$300.00	10/30-10/30	1	1	1	\$300.00	
	27	W	9A-10A	TODAY SHW2-NBC	:30	\$300.00	10/31-10/31	1	1	1	\$300.00	
	28	TH	9A-10A	TODAY SHW2-NBC	:30	\$300.00	11/01-11/01	1	1	1	\$300.00	
	29	F	9A-10A	TODAY SHW2-NBC	:30	\$300.00	11/02-11/02	1	1	1	\$300.00	
	30	M	9A-10A	TODAY SHW2-NBC	:30	\$300.00	11/05-11/05	1	1	1	\$300.00	
	31	TU	10A-11A	TODAY SHW3-NBC	:30	\$250.00	10/30-10/30	1	1	1	\$250.00	
	32	W	10A-11A	TODAY SHW3-NBC	:30	\$250.00	10/31-10/31	1	1	1	\$250.00	
	33	TH	10A-11A	TODAY SHW3-NBC	:30	\$250.00	11/01-11/01	1	1	1	\$250.00	
	34	F	10A-11A	TODAY SHW3-NBC	:30	\$250.00	11/02-11/02	1	1	1	\$250.00	
	35	M	10A-11A	TODAY SHW3-NBC	:30	\$250.00	11/05-11/05	1	1	1	\$250.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	36	TU	12P-1P	WAVY NEWS10-NN<	:30	\$150.00	10/30-10/30	1	1	1	\$150.00	
	37	W	12P-1P	WAVY NEWS10-NN<	:30	\$150.00	10/31-10/31	1	1	1	\$150.00	
	38	TH	12P-1P	WAVY NEWS10-NN<	:30	\$150.00	11/01-11/01	1	1	1	\$150.00	
	39	F	12P-1P	WAVY NEWS10-NN<	:30	\$150.00	11/02-11/02	1	1	1	\$150.00	
	40	M	12P-1P	WAVY NEWS10-NN<	:30	\$150.00	11/05-11/05	1	1	1	\$150.00	
	41	TU	1P-2P	DAYS-OUR LIVES	:30	\$300.00	10/30-10/30	1	1	1	\$300.00	
	42	W	1P-2P	DAYS-OUR LIVES	:30	\$300.00	10/31-10/31	1	1	1	\$300.00	
	43	TH	1P-2P	DAYS-OUR LIVES	:30	\$300.00	11/01-11/01	1	1	1	\$300.00	
	44	F	1P-2P	DAYS-OUR LIVES	:30	\$300.00	11/02-11/02	1	1	1	\$300.00	
	45	M	1P-2P	DAYS-OUR LIVES	:30	\$300.00	11/05-11/05	1	1	1	\$300.00	
	46	TU	2P-3P	DOCTORS<	:30	\$150.00	10/30-10/30	1	1	1	\$150.00	
	47	W	2P-3P	DOCTORS<	:30	\$150.00	10/31-10/31	1	1	1	\$150.00	
	48	TH	2P-3P	DOCTORS<	:30	\$150.00	11/01-11/01	1	1	1	\$150.00	
	49	F	2P-3P	DOCTORS<	:30	\$150.00	11/02-11/02	1	1	1	\$150.00	
	50	M	2P-3P	DOCTORS<	:30	\$150.00	11/05-11/05	1	1	1	\$150.00	
	52	W	3P-4P	MAURY POVICH<	:30	\$250.00	10/31-10/31	1	1	1	\$250.00	

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	53	TH	3P-4P	MAURY POVICH<	:30	\$250.00	11/01-11/01	1	1	1	\$250.00	
	54	F	3P-4P	MAURY POVICH<	:30	\$250.00	11/02-11/02	1	1	1	\$250.00	
	55	M	3P-4P	MAURY POVICH<	:30	\$250.00	11/05-11/05	1	1	1	\$250.00	
	56	TU	4P-5P	ANDERSON<	:30	\$250.00	10/30-10/30	1	1	1	\$250.00	
	57	W	4P-5P	ANDERSON<	:30	\$250.00	10/31-10/31	1	1	1	\$250.00	
	58	TH	4P-5P	ANDERSON<	:30	\$250.00	11/01-11/01	1	1	1	\$250.00	
	59	F	4P-5P	ANDERSON<	:30	\$250.00	11/02-11/02	1	1	1	\$250.00	
	60	M	4P-5P	ANDERSON<	:30	\$250.00	11/05-11/05	1	1	1	\$250.00	
	61	TU	5P-530P	WAVY NEWS10-5<	:30	\$700.00	10/30-10/30	1	1	1	\$700.00	
	62	W	5P-530P	WAVY NEWS10-5<	:30	\$700.00	10/31-10/31	1	1	1	\$700.00	
	63	TH	5P-530P	WAVY NEWS10-5<	:30	\$700.00	11/01-11/01	1	1	1	\$700.00	
	64	F	5P-530P	WAVY NEWS10-5<	:30	\$700.00	11/02-11/02	1	1	1	\$700.00	
	65	M	5P-530P	WAVY NEWS10-5<	:30	\$700.00	11/05-11/05	1	1	1	\$700.00	
	66	TU	530P-6P	WAVY10NWS-5.30<	:30	\$700.00	10/30-10/30	1	1	1	\$700.00	
	67	W	530P-6P	WAVY10NWS-5.30<	:30	\$700.00	10/31-10/31	1	1	1	\$700.00	
	68	TH	530P-6P	WAVY10NWS-5.30<	:30	\$700.00	11/01-11/01	1	1	1	\$700.00	
	69	F	530P-6P	WAVY10NWS-5.30<	:30	\$700.00	11/02-11/02	1	1	1	\$700.00	

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	70	M	530P-6P	WAVY10NWS-5.30<	:30	\$700.00	11/05-11/05	1	1	1	\$700.00	
	71	TU	6P-630P	WAVY NEWS10-6<	:30	\$1,000.00	10/30-10/30	1	1	1	\$1,000.00	
	72	W	6P-630P	WAVY NEWS10-6<	:30	\$1,000.00	10/31-10/31	1	1	1	\$1,000.00	
	74	F	6P-630P	WAVY NEWS10-6<	:30	\$1,000.00	11/02-11/02	1	1	1	\$1,000.00	
	75	M	6P-630P	WAVY NEWS10-6<	:30	\$1,000.00	11/05-11/05	1	1	1	\$1,000.00	
	76	TU	730P-8P	INSIDER<	:30	\$600.00	10/30-10/30	1	1	1	\$600.00	
	77	W	730P-8P	INSIDER<	:30	\$600.00	10/31-10/31	1	1	1	\$600.00	
	78	TH	730P-8P	INSIDER<	:30	\$600.00	11/01-11/01	1	1	1	\$600.00	
	79	F	730P-8P	INSIDER<	:30	\$600.00	11/02-11/02	1	1	1	\$600.00	
	80	M	730P-8P	INSIDER<	:30	\$600.00	11/05-11/05	1	1	1	\$600.00	
	81	TU	11P-1135P	LATE NEWS	:30	\$800.00	10/30-10/30	1	1	1	\$800.00	
	83	TH	11P-1135P	LATE NEWS	:30	\$800.00	11/01-11/01	1	1	1	\$800.00	
	85	M	11P-1135P	LATE NEWS	:30	\$800.00	11/05-11/05	1	1	1	\$800.00	
	86	SA	11P-1130P	WAVY NEWS10-11	:30	\$800.00	11/03-11/03	1	1	1	\$800.00	
	87	SU	1130P-12A	SUNDAY LATE NEWS	:30	\$800.00	11/04-11/04	1	1	1	\$800.00	
	88	TU	1135P-1235A	TONITE SHW-NBC<	:30	\$300.00	10/30-10/30	1	1	1	\$300.00	

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	89	W	1135P-1235A	TONITE SHW-NBC<	:30	\$300.00	10/31-10/31	1	1	1	\$300.00	
	90	TH	1135P-1235A	TONITE SHW-NBC<	:30	\$300.00	11/01-11/01	1	1	1	\$300.00	
	91	F	1135P-1235A	TONITE SHW-NBC<	:30	\$300.00	11/02-11/02	1	1	1	\$300.00	
	92	M	1135P-1235A	TONITE SHW-NBC<	:30	\$300.00	11/05-11/05	1	1	1	\$300.00	
	93	SA	1130P-1A	SAT NITE LIVE	:30	\$500.00	11/03-11/03	1	1	1	\$500.00	

---REPORT TOTALS---

Report Totals: 83 / \$37,925.00

---SALES MONTHLY TOTALS---

Nov 12: 83 / \$37,925.00
Sales Totals: 83 / \$37,925.00
Station Totals: 83 / \$37,925.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$102,500 CATV 0% WAVY 37% WGNT 0% WPXV 0% WTKR 27%
WTVZ 0% WVBT 13% WVEC 23%

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA35+

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--- CREDIT RISK ---
CASH IN ADVANCE